

**SPONSORSHIP**

**OPTIONS 2024**



JOIN US TO SUPPORT A LOCAL LEGACY  
AT CENTRAL FIELDS IN FOREST PARK

**The Glow**

**FRIDAY**

**Sept. 20, 2024**



**The Race**

**SATURDAY**

**Sept. 21, 2024**



# Why Choose GFPBR?



The Great Forest Park Balloon Race (GFPBR), presented by PNC Bank, is one of the longest running hot air balloon races in the country, and one of the only that takes place in a large metropolitan city. The tradition began in 1973 with a handful of hot air balloons and a few spectators. Now an internationally renowned event, GFPBR welcomes more than 50 of the nation's best hot air balloon pilots and thousands of spectators annually.



## “WOW” Moments for tens of thousands of spectators

Attendance reaches 100,000+ during the event weekend: an estimated 80,000+ attend the Friday night Balloon Glow, and Saturday's Hare-and-Hound-style balloon race welcomes more than 35,000 to the launch field & festival. The beautiful hot air balloons continue their impact in the sky, wowing hundreds of thousands more across the St. Louis area as they soar above the horizon.



## Free, Family Fun

The Great Forest Park Balloon Race does not charge for admission or parking, and relies on the support of sponsors to continue helping to make sure this can stay a free event for all to enjoy.





# SPONSORS HELP CONTINUE THE TRADITION:

*"The Great Forest Park Balloon Race has a wonderful history of bringing St. Louis together. All of us at PNC Bank are glad to help bring this meaningful and memorable tradition to the community."*



MICHAEL SCULLY,  
PNC REGIONAL PRESIDENT  
ST. LOUIS



## A Local Legacy

The Great Forest Park Balloon Race was inducted into the permanent collection of the Library of Congress on May 23, 2000. This induction was part of the celebration of the bicentennial of our nation's library. GFPBR was honored as a Local Legacy — a local event that has grown to be of great significance in the community. The race will be immortalized, complete with photos, programs, posters, videos and pins that will be in the library and digitalized for posterity.



# SPONSORSHIP OPTIONS 2024

The Great Forest Park Balloon Race does not charge for admission or parking, and relies on the support of the sponsors to continue making this a free event for all to enjoy family fun in Forest Park.

## Major Contributing Sponsor | Starting at \$45,000

- Premier logo exposure on all event materials
- Inclusion in event press releases
- Media & social media opportunities to include interview mentions or sponsor spokespersons
- **Naming rights to a premier landmark activity** to include logo & listing on the Event Schedule & Map
- Eight (8) sponsor hospitality tent tickets & four (4) sponsor parking passes - good for use at the Glow and on Race Day
- **PLUS** all of the contributing & participating sponsor benefits

DEADLINE: MAY 1

## Contributing Sponsor | Starting at \$25,000

- Participation in media events + collaboration with GFPBR on social media promos
- Opportunity to host a 30'x60' branded VIP Area (30'x30' tent with patio) adjacent to Launch Field
- **Naming rights to a landmark activity** to include logo & listing on the Event Schedule & Map
- Six (6) sponsor hospitality tent tickets & three (3) sponsor parking passes - good for use at the Glow and on Race Day
- **PLUS** all of the participating sponsor benefits

DEADLINE: MAY 1

## Participating Sponsor | Starting at \$15,000

- Logo recognition
- Four (4) customized social media posts
- Balloon Entry in the Great Forest Park Balloon Race
  - Custom 26'x16' logo balloon banner
  - Hot air balloon ride for one passenger on Race weekend
  - Balloon basket to feature a custom logo banner
- Four (4) sponsor hospitality tent tickets & two (2) sponsor parking passes - good for use at the Glow and on Race Day
- Option to host a 10'x10' space on the #GFPBR Midway
  - Exhibitor listing at greatforestparkballoonrace.com
  - Four (4) volunteer parking passes & one (1) vendor field access pass good for Friday & Saturday

DEADLINE: JUNE 15

## LANDMARK ACTIVITY NAMING RIGHTS

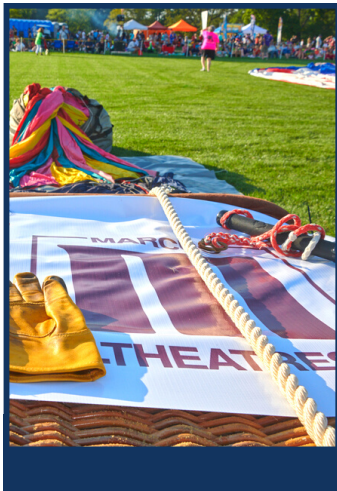
Available only to Major Contributing and Contributing Sponsors

- MINI GLOW EVENT
- SHAPED BALLOONS FEATURE
- HONOR FLIGHT

- EVENT MAINSTAGE
- THE U.S. ARMY GOLDEN KNIGHTS PARACHUTE TEAM
- CHILDREN'S ENTERTAINMENT AREA
- PILOT/ BALLOON TRADING CARDS

- FAMILY PICNIC AREA
- ACCESSIBILITY VIEWING AREA
- MIDWAY
- FIELD/ LAND SPONSOR
- POWER & LIGHTS SPONSOR
- LED WALL SPONSOR





# SPONSORSHIP OPTIONS 2024

## Starting at **Bannered Balloon\* | \$12,500**

- Balloon Entry in the Great Forest Park Balloon Race, capable of carrying a 26'x 16' banner
  - Custom 26'x16' logo balloon banner
  - Hot air balloon ride for one passenger on Race weekend
  - Balloon basket to feature a custom logo banner
- Two (2) sponsor hospitality tent tickets & One (1) sponsor parking pass – good for use at the Glow and on Race Day
- Option to host a 10'x10' space on the GFPBR Midway
  - Exhibitor listing at [greatforestparkballoonrace.com](http://greatforestparkballoonrace.com)
  - Four (4) volunteer parking passes & one (1) vendor field access pass good for Friday & Saturday

*\*only 14 available*

DEADLINE: AUG 1

## Starting at **Balloon with Basket Banner | \$7,500**

- Balloon Entry in the Great Forest Park Balloon Race
- Hot air balloon ride for one passenger on Race weekend
- Balloon to feature a custom logo basket banner
- Option to host a 10'x10' space on the GFPBR Midway
  - Exhibitor listing at [greatforestparkballoonrace.com](http://greatforestparkballoonrace.com)
  - Four (4) volunteer parking passes & one (1) vendor field access pass good for Friday & Saturday

DEADLINE: AUG 15

## Starting at **Midway Exhibitor | \$2,500**

Opportunity to interact with more than 100,000 diverse event attendees.

- 10'x10' space on the GFPBR Midway
- Opportunity to present GFPBR approved samples and/or giveaways
- Exhibitor listing at [greatforestparkballoonrace.com](http://greatforestparkballoonrace.com)
  - Four (4) volunteer parking passes & one (1) vendor field access pass good for Friday & Saturday

DEADLINE: AUG 15

### **NEED A BIGGER SPACE?**

Additional space available at \$2,000 per 100 sq. ft!

## CUSTOMIZE YOUR SPONSORSHIP!

*The sky's the limit! We'd love to customize a package to meet your goals.*

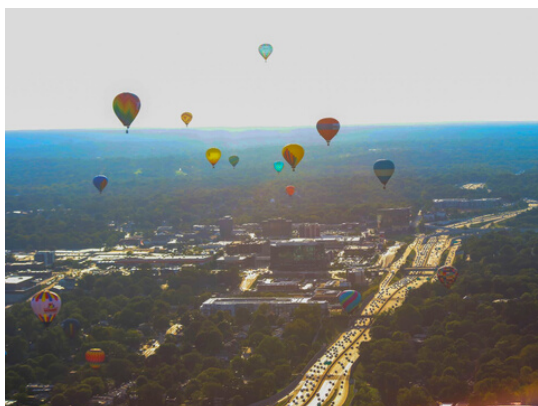
**NICK RIGGIN, Partner, The Great Forest Park Balloon Race**  
(314) 494-1456  
[nick.riggin@greatforestparkballoonrace.com](mailto:nick.riggin@greatforestparkballoonrace.com)

**GREATFORESTPARKBALLOONRACE.COM**



## THE GLOW

Forest Park will be abuzz with excitement in preparation for the Balloon Glow when dozens of hot air balloons will inflate and glow like giant lanterns. The balloons are accompanied by a variety of fun from our sponsors, inflatable activities, games, food trucks, other concessions and music. Weather permitting, guests are invited to walk among the balloons and meet the world-class pilots. The night's finale includes an incredible showcase from the U.S. Army Golden Knights Parachute Team and the PNC Bank fireworks display – the fantastic way to celebrate a truly spectacular evening.



## RACE DAY

On Saturday, more than 50 beautiful hot air balloons will launch from Central Fields and fly across the St. Louis skyline. Central Fields opens at 1 PM with festival foods, a variety of fun from our sponsors, inflatable activities, games plus music and performances on the event mainstage. The U.S. Army Golden Knights Parachute Team will help kick off opening ceremonies as the pilots prepare for the 51st annual Race!

**WHERE WILL THEY LAND?** It depends on the wind conditions on the day of the Race. GFPBR pilots love to wave hello to spectators all across the St. Louis Metropolitan Area.

**HOW IS THE WINNER DETERMINED?** Unlike a traditional race, GFPBR is not based on speed. It is a hare-and-hound-style race. The beautiful PNC Bank hot air balloon named "Bank on It" is the "Hare" and leads the pack, getting a head start and landing first. The other balloons, called "Hounds" launch in waves shortly after in pursuit of the "Hare" balloon. Once the Hare balloon lands, the pilot and crew lay an "X" out on the ground as a target. The pilot who drops their birdseed/bean bag nearest the center of the target is the winner!



# A Beloved Tradition

The race, which celebrated it's 50th year in 2022, is widely considered one of the best in the country – it was even inducted into the Library of Congress and honored as a “Local Legacy” in 2000. But the event started as a small affair in 1973, featuring just seven balloons and about a dozen spectators on Cricket Field in the northern edge of Forest Park. Since then, it’s grown to new heights. And, there's so much joy around these balloons – from the grandparent introducing their grandchildren to an event they've been attending for years, to a group of friends, or a couple on their first date, GFPBR brings smiles, "wow" moments, new experiences and memories that last a lifetime.

## SAMPLE 2023 FESTIVAL MAP



# SPONSORSHIP FEATURES



## MEDIA & PRINT

- FOX2 : on-field spots/interviews
- Featured print & digital content in the St. Louis Post-Dispatch
- Sponsored radio tags
- Social media posts
- Event signage, maps & promotions



## SPONSOR VIP EXPERIENCE

- Entertain customers, clients, employees or vendors with VIP viewing
- Private "best seats in the house" option for tent, private entrance & outdoor patio
- Catering booked separately



## MIDWAY ACTIVATION

- Opportunity to interact with and/or provide samples to more than 100,000 spectators
- Space provided for the Glow & on Race Day
- GFPBR can assist with sponsor branded activation



## BALLOON BANNER & RIDE

- Balloon included at the Glow & on Race Day
- Balloon, pilot, crew & support equipment provided
- Passenger ride included
- Sponsor logo banner affixed to balloon

# SPONSORSHIP OPTIONS 2024



## Sponsorship Levels

- |  |  |  |
|--|--|--|
|  <b>MAJOR CONTRIBUTING</b><br>Contact GFPBR<br>for customization<br><b>Deadline: May 1</b>           |  <b>CONTRIBUTING</b><br>Contact GFPBR<br>for customization<br><b>Deadline: May 1</b>                            |  <b>PARTICIPATING</b><br>Contact GFPBR<br>for customization<br><b>Deadline: June 15</b>   |
|  <b>BANNERED<br/>BALLOON</b><br>Make a commitment<br>by submitting now!<br><b>Deadline: August 1</b> |  <b>BALLOON WITH<br/>BASKET BANNER</b><br>Make a commitment<br>by submitting now!<br><b>Deadline: August 15</b> |  <b>MIDWAY EXHIBITOR</b> SIZE _____<br>Make a commitment<br>by submitting now!<br><b>Deadline: Aug. 15</b> <ul style="list-style-type: none"><li>• 10x10 space = \$2,500</li><li>• Additional space<br/>\$2,000 per 100 square feet</li></ul> |

## CONTACT INFORMATION

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Secondary Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

## THE SKY'S THE LIMIT!

*We would love to customize a sponsorship package to meet your goals.*



**NICK RIFFIN**

**PARTNER, The Great Forest Park Balloon Race**

**(314) 494-1456**

**[nick.riffin@greatforestparkballoonrace.com](mailto:nick.riffin@greatforestparkballoonrace.com)**

**[GREATFORESTPARKBALLOONRACE.COM](http://GREATFORESTPARKBALLOONRACE.COM)**



@greatforestparkballoonrace



@GFPBalloonRace